



**CITY OF WHITEWATER
LANDMARKS COMMISSION AGENDA – Special Meeting
December 7, 2016 - 6:00 p.m.**

**City of Whitewater Municipal Building – City Manager Conference Room (2nd Floor)
312 W. Whitewater Street, Whitewater, WI 53190**

- 1. CALL TO ORDER, ROLL CALL**
- 2. HEARING OF REQUEST FROM CITY OF WHITEWATER , PROPERTY OWNER;
AND WHITEWATER ARTS ALLIANCE, LESSEE; TO AUTHORIZE INSTALLATION
OF REPLACEMENT AWNINGS ON THE WHITE BUILDING, 402 W. MAIN STREET,
WHITEWATER, WISCONSIN (DESIGNATED LOCAL LANDMARK).**

**The main awning requested will measure 8' X 4', will be blue with white print, and
will contain the words "Whitewater Arts Alliance" and will contain the Arts Alliance
Emblem.**

- 3. ADJOURNMENT.**

**Individuals needing Special Arrangements are asked to call the Office of the City Manager / City Clerk at least 72 hours
prior to the meeting.**



Office of City Manager
312 W. Whitewater Street
P.O. Box 178
Whitewater, Wisconsin 53190

www.whitewater-wi.gov
Telephone: (262) 473-0101
Fax: (262) 473-0509

December 1, 2016

Pat Blackmer -
Chairperson
Landmarks Commission
312 W Whitewater St
Whitewater, WI 53190

Pat:

The Whitewater Arts Alliance has permission to replace the material on the canopy on the White Memorial Building located at 402 W Main Street, Whitewater, Wisconsin. The Arts Alliance needs to receive final approval from the Landmarks Commission and follow the guidelines set forth by the City Planner.

If you need anything else to assist with this project, please feel free to contact me.

Sincerely,

Cameron L. Clapper
City Manager

MEMORANDUM

TO: Landmarks Commission
City Neighborhood Services Director

FROM: Linda Long, Whitewater Arts Alliance



DATE: Nov. 21, 2016

RE: Awnings on the White Memorial Building

The Whitewater Arts Alliance will be celebrating its tenth year in the White Memorial Building (now commonly called the Cultural Arts Center or CAC) in 2017. We already have a full slate of exhibits and concerts planned and will be add to that schedule as the year progresses and opportunities arise.

We are proud of the yearly increase in visitors to our gallery. We are fast approaching a record of almost 2500 in 2016. Our guest book often shows visitors from out of town and even out of state.

We try very hard to make everyone award of our great facility, but we find that many are making their first foray into the building. We have talked about how to better communicate the building's current use (some come in still looking for the library). We thought perhaps adding the WAA logo to the middle awning on the west side would be a step in the right direction.

As we examined these awnings, we could see that the sun and other elements have taken their toll on the fabric. A resident has stepped forward and offered the WAA a generous donation to replace the current awnings and add the WAA logo. The WAA has committed its own funds for the balance on this project.

This request doesn't exactly follow your format, but we thought this might help you understand what we wish to do. We are merely updating a building feature that was done 13 years ago. Our first choice would be a darker blue awning with white logo, but we are open to discussion on this.

We think these new awnings will improve the appearance of the building, identify its current use much better, and show the great pride we all share in this landmark.

Please contact me at 473-5538 or email at lcubed12@gmail.com if you need additional information.

Thank you for your consideration.

MEMORANDUM

To: Landmarks Commission and Whitewater Arts Alliance
 From: Christine Munz-Pritchard City Planner
 Date: November 30th 2016
 Re: Proposed sign on existing Awning at 402 W Main Street for Whitewater Arts Alliance.

Requested:

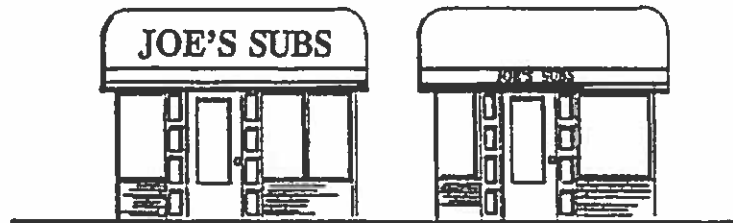
Proposal of a logo on an existing Awning located at 402 W Main Street for Whitewater Arts Alliance. This building is listed on the City of Whitewater local landmarks, therefore the Landmarks Commission has jurisdiction over approval of this change.

Review and Recommendations:

Canopy and Awning Signs. (19.54.020 B 5) Canopy and awning signs are subject to the following provisions.

- a. Surface Area: The sign surface area of a canopy or awning script/logo height shall be limited to twelve (12) inches, except a greater script/logo height may be approved by conditional use.

Illustrations A



Awning and Canopy Signs

	Overall lettering Height	Logo Size
Ordinance Max	twelve (12) inches	twelve (12) inches
Proposed	12 inches high or Conditional Use	12 inches high or Conditional Use
Recommendation	Approved	Recommend Approval by the Landmarks Commission.

Materials:

Materials: Canopy and awning signs shall be made of either the material with which the canopy or awning is covered or other water proof materials affixed flush to the face of the canopy or awning, or be painted directly on the awning or canopy material with weather-resistant paint. (19.54.020 B 5 c) The building looks to have lighter colors on the awnings. The current awning is

green with a cream stripe. I recommend a neutral color such as blue that will complement the building.



APPLICATION FOR LANDMARKS COMMISSION APPROVAL

Chapter 17 of the City of Whitewater Municipal Code requires Landmarks Commission approval prior to any act of alteration or demolition of any property designated as a Landmark in the City. These requirements apply to exterior portions of a structure or building. All applications go before the Landmarks Commission for approval.

PETITIONER INFORMATION:

Name WHITEWATER ARTS ALLIANCE Phone 473-5538
BY LINDA LONG- PRGS.

Address: 402 W MAIN ST P.O. Box 311 WHITEWATER

Location of Landmark Property: 402 W MAIN ST

Historic Name / Information / Background of property (if applicable):
WHITE MEMORIAL BLDG.
FORMER CITY LIBRARY

Local Register Date: _____ National Register Date: _____

Current Use of Property: ART GALLERY

Detailed description of work to be completed: THE CURRENT AWNINGS WERE
INSTALLED 13 YEARS AGO & ARE SHOWING WEAR. THE WAA
WISHES TO REPLACE THEM & ADD OUR LOGO TO THE
LARGER ONE OVER THE CENTER DOORS (WEST SIDE).

Description of how this work will meet the goals and standards of preservation:
WE ARE SIMPLY REPLACING WORN AWNINGS. WE WOULD
LIKE TO ADD OUR LOGO SO THAT THE BUILDING IS MORE
EASILY RECOGNIZED BY VISITORS. (WE STILL HAVE PEOPLE
WANDER IN LOOKING FOR THE LIBRARY OR HAVING DIFFICULTY
IDENTIFYING THE BUILDING IN ITS CURRENT USE AS A GALLERY.)

View from Main Street



Image capture: Oct 2012 © 2016 Google

Whitewater, Wisconsin

Street View - Oct 2012



Awning to have WAA logo.
(8'W x 4' - Awning size)

↑
N

Awnings will face the west.

The applicant shall submit 10 copies of the following information:

1. A complete description of the proposed work with drawings and dimensions.
2. Photographs showing all elevations of property.
3. Photocopy of historical photograph(s) showing the exterior of the property, or other documentation of the building's original appearance.
4. Any applicable background information on the history/status of the affected structure.

The Commission may require additional information. Please check with the Neighborhood Services Director staff prior to completing the application to review rehabilitation guidelines.

Proposed product samples (i.e. roofing material, siding, windows, paint colors, brackets, balusters, product information, etc.) are not required, but would greatly assist the Commission when considering an application.

The applicant hereby acknowledges and understands the following requirements:

1. No Application will be presented to the Landmarks Commission for review until the applicant has submitted all requested information to the Neighborhood Services staff.
2. If the owner(s) of record do not intend to appear in person before the Landmarks Commission, the owner(s) must submit a letter to the Neighborhood Services staff authorizing an agent to apply for the Certificate of Appropriateness for the proposed rehabilitation prior to the public meeting scheduled to consider said application.
3. The applicant is hereby advised and agrees that no work affecting the exterior of the structure and requiring a city permit may proceed until the Landmarks Commission has approved said work.
4. Applications shall be reviewed using the Secretary of Interior's Standards. The four treatment approaches are Preservation, Rehabilitation, Restoration, and Reconstruction, outlined below in hierarchical order. (Further information can be found at the link following each standard)

Preservation, places a high premium on the retention of all historic fabric through conservation, maintenance and repair. It reflects a building's continuum over time, through successive occupancies, and the respectful changes and alterations that are made.

http://www.nps.gov/history/hps/tps/standguide/preserve/preserve_index.htm

Rehabilitation, the second treatment, emphasizes the retention and repair of historic materials, but more latitude is provided for replacement because it is assumed the property is more deteriorated prior to work. (Both Preservation and Rehabilitation standards focus attention on the preservation of those materials, features, finishes, spaces, and spatial relationships that, together, give a property its historic character.)

http://www.nps.gov/history/hps/tps/standguide/rehab/rehab_index.htm

Restoration, the third treatment, focuses on the retention of materials from the most significant time in a property's history, while permitting the removal of materials from other periods.

http://www.nps.gov/history/hps/tps/standguide/restore/restore_index.htm

Reconstruction, the fourth treatment, establishes limited opportunities to re-create a non-surviving site, landscape, building, structure, or object in all new materials.

http://www.nps.gov/history/hps/tps/standguide/reconstruct/reconstruct_index.htm

The Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring and Reconstructing Historic Buildings are intended to provide guidance to historic building owners and building managers, preservation consultants, architects, contractors, and project reviewers prior to treatment. As noted, while the treatment Standards are designed to be applied to all historic resource types included in the National Register of Historic Places--buildings, sites, structures, districts, and objects--the Guidelines apply to specific resource types; in this case, buildings.

The Standards, revised in 1992, were codified as 36 CFR Part 68 in the July 12, 1995 Federal Register (Vol. 60, No. 133). The revision replaces the 1978 and 1983 versions of 36 CFR 68 entitled *The Secretary of the Interior's Standards for Historic Preservation Projects*.

5. Landmarks Commission approval does not relieve the applicant from applying for and receiving all appropriate City permits. The applicant must contact the Neighborhood Services Department at 312 W. Whitewater Street, Whitewater, Wisconsin, to apply for all necessary permits prior to beginning any work at 262-473-0540.
6. If the Landmarks Commission denies the Applicant, the applicant may file a written appeal to the Common Council within 30 calendar days of notification of denial. Appeals should be directed to the City Clerk.
7. In the event work has been completed without the required approval, the applicant and persons performing such work may be charged pursuant to Chapter 17 of the City of Whitewater Municipal Code.



(Applicant or Authorized Representative)

Date: 11/29/14

WAA PRESIDENT

CITY OF WHITEWATER

312 W Whitewater Street
P.O. Box 178
Whitewater WI 53190
(262) 473-0540
www.whitewater-wi.gov

**NEIGHBORHOOD SERVICES
Application for Sign Permit**

APPLICANT AND SUBJECT PROPERTY INFORMATION

This packet includes the application for sign permit and checklist. Please complete all items. Put N/A if not applicable. Attach additional pages if necessary. For electric signs please fill out and attach Electrical Permit Application Form. Only one base fee will apply for multiple permits.

NOTICE: Sign must follow Chapter 19.54 Signage Regulations. If the sign requires a Conditional Use Permit (CUP) the Plan Commission meetings are scheduled at 6:30 on the 2nd Monday of each month. All complete application materials must be submitted to the Neighborhood Services Department by 4:00 p.m. four weeks prior to the meeting.

Address of Installation: 402 W MAIN ST

Sign Contractor: NORTHROP AWNING CO.

Phone #: 608-754-7158 Email: _____

Mailing Address: 411 S PEARL ST, JANESVILLE WI 53548

Business Owner: LINDA STEVENSON

Phone #: 262-949-2707 Email: _____

Documentation of approval by Current Land Owner (attach): _____

Land Owners Name and Contact Information: CITY OF WHITEWATER

The City of Whitewater Zoning Ordinance authorizes the Plan Commission to place conditions on approved conditional uses. "Conditions" such as landscaping, architectural design, type of construction, construction commencement and completion dates, sureties, lighting, fencing, plantation, deed restrictions, highway access restrictions, increased yards or parking requirements may be affected. "Conditional Uses" may be subject to time limits or requirements for periodic review by staff.

The City of Whitewater Zoning Ordinance authorizes the Plan Commission to hold a public hearing and make recommendation to the City Council for the proposed changes (Section 19.69).

Which of the following best describes the proposed work?

- New sign
- Alteration to existing sign
- Addition to an existing sign, size increased by _____%
- New awning
- Addition to existing awning
- Addition of a sign to existing awning replacement

Type of sign, check all that apply

- Freestanding
- Awning / Canopy
- Arm / Post(s)
- Other _____
- Monument
- Electronic Message
- Window
- Projecting
- Pylon
- Mobile / Portable or Banner

Proposed sign dimensions

width of sign face	height of sign face	overall sign height	depth of fascia sign	total area of sign
7 ft.	4 ft.	ft.	in.	sq. ft.

[Y] Changing image features? If yes, area of change _____ sq.ft.

[Y] Illuminated?

[Y] Complete listing of existing signs attached. Required, a complete listing including type and size area.

[Y] Site plan attached. If a site plan is required it must show size and location of existing signs.

PERMIT FEE:
If work is started before permit is issued fees are doubled.

Total Project Cost : ~~\$2500.00~~ NA
(\$5.00 for every 1,000.00 + base fee)

FEE PER SCHEDULE: _____

BASE FEE: + \$30.00

GRAND TOTAL: NA

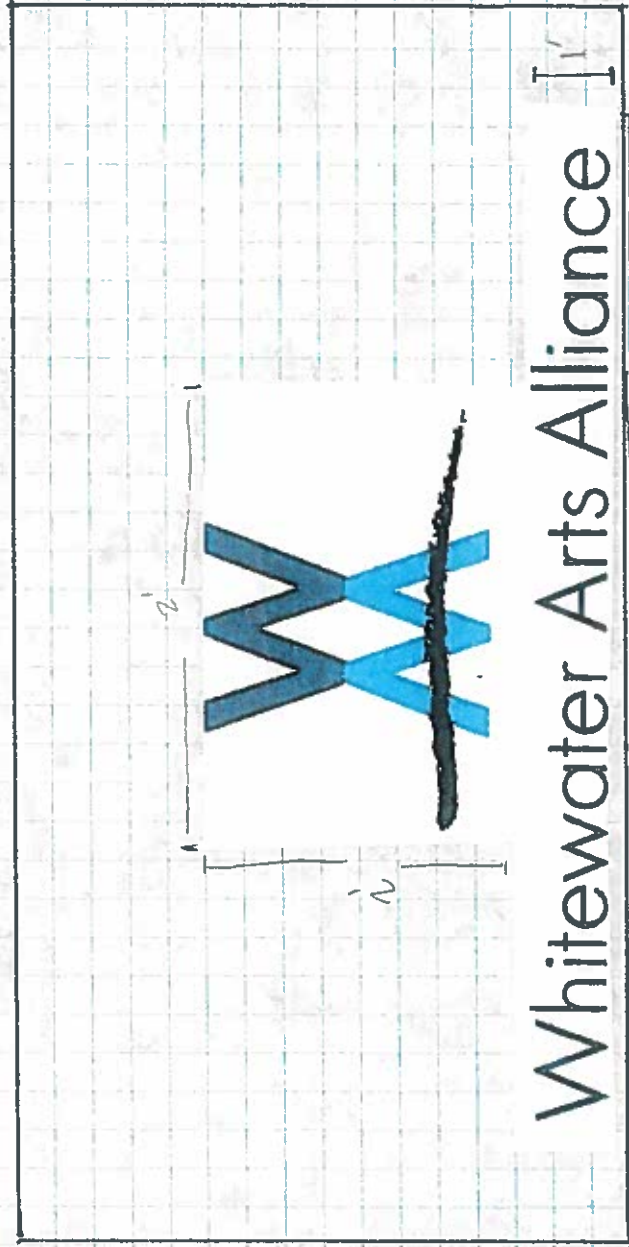
Applicant Signature: Linda Long Date: 11/29/16

Print Name: LINDA LONG - WAA PRESIDENT

Approval: _____ Conditions: _____

Neighborhood Services Signature: _____ Date: _____

← 8' →



↑ 4' ↓

Whitewater Arts Alliance | 1'

LOGO WILL BE WHITE
AWNING - BLUE



Map data ©2016 Google 50 ft